

**REMARKS**

Applicant is responding within the initial two month date of the Office Action which Action was dated July 14, 2006.

Applicant's Attorney acknowledges with appreciation the detailed discussion of the principle reference, Kreckel. The rejection is based on Kreckel and the alleged Applicant's admitted state of the prior art.

It is respectfully pointed out that all the limitations in all the claims have not been addressed in the Final Office Action, and therefore the Final Office Action is legally insufficient to support the rejections of the claims and therefore, the rejections must be withdrawn.

As an example, there is no addressing in the Office Action of the method claims. For example, see Claim 7 where the data storage device is releasably mounted on a respective display panel by adhesion of a portion of said data storage device surfaces... the area of the outer face being substantially less than the area of the data storage device surface contacting the adhesive. It is pointed out here that Kreckel apparently requires that the adhesive device be in contact with the entirety of the device being mounted thereto. It is also submitted that the limitations in Claims 8-20 have also not been specifically addressed by the Patent Office. Therefore, Applicant is unable to respond to any rejection of these claims. Additionally, there is no discussion of at least one limitation in Claim 21, i.e., "wherein the adhesive was applied to the first panel main surface in at least a partially liquid state." Therefore, Claim 21 has not been properly rejected.

Applicant reiterates, by reference, the comments presented in Amendment A.

Although the Examiner has discussed a “single layer” in the rejection, a careful reading of Kreckel indicates that there is no such structure. In fact, Kreckel when read in context at the section pointed out by the Examiner in column 9 and also the continued disclosure in the columns 11, 12, and 13, it is clear that Kreckel specifically requires a plurality of layers of adhesive. In reference to the column 9 section cited by the Examiner, the carrier 12 is comprised of a first layer of adhesive 22 and a second layer of adhesive 26 carried on opposite sides of an integrity layer 24. The patent discloses the adhesive layers as being surfaces, but, it is clear from the context that this is really meant to be layers. In the first portion of this section of Kreckel, the embodiment disclosed includes the two layers 22, 26 of adhesive bonded to the integrity layer 24. The next section talks about a first alternative wherein the layers 22 and 26 can be used without the integrity layer 24 therebetween, and specifically, the patent goes on to state in this alternate embodiment that the layer 24 can be omitted “if one or both of the adhesives have sufficient integrity for the surface area of substrate 14 to be covered by the image carrier 16.” A second alternative is then discussed in this section wherein the adhesive carrier 12, i.e., the two layers of adhesive and the integrity layer in between, can utilize only one adhesive formula for the two layers 22, 26 as opposed to using different adhesives. Thus, each and every embodiment disclosed by Kreckel requires at least two layers of adhesive.

Claim 1, requires a single layer of adhesive a teaching totally contrary to that of Kreckel. Thus, Kreckel cannot be used in support of an obviousness rejection since its teaching is contrary to the invention claimed in Claim 1 and the claims depending therefrom. Further support for this position may be found in column 13 of Kreckel. Further, there is no discussion in Kreckel of

providing a plurality of display panels onto which the adhesive is applied as set forth, e.g., in Claim 7. In fact, the adhesive is applied only to an integrity layer, not a display panel the very essence of the Kreckel structure since the carrier 12 is portable and is designed for field use. Additionally, adhesive is applied to both sides of the integrity layer if an integrity layer is used. There is no discussion in Kreckel of providing a plurality of data storage devices as set forth, e.g., in Claim 7. For its intended field use, Kreckel precludes such a structure. Additionally, Kreckel does not disclose nor does the admitted state of prior art disclose applying adhesive in at least a partially liquid state to at least one of the display panel and a storage device. Additionally, Kreckel does not disclose that the exposed face of the adhesive has an area substantially less than the area of a data storage device contacting the adhesive. In fact, it appears that Kreckel requires that the carrier 12 have a size substantially equal to that of the display panel to be mounted thereon, a teaching contrary to the present invention. These specific limitations though have not been discussed in the Office Action. There is no discussion in the rejection of having an adhesive with a higher peel strength after cooling with the display panel than the data card as set forth in Claim 9. There is certainly no disclosure in Kreckel of the limitation found in Claim 10 wherein the adhesive is applied to the display panel in a melted condition, a method precluded by the use of the Kreckel structure. In fact, that would be totally contrary to the disclosure of Kreckel which requires a preformed carrier 12 meant for use in the field to be attached to a display board and a display poster after formation of a complete and separate carrier. Additionally, there is no disclosure in Kreckel or the alleged admitted state of the prior art wherein the adhesive is applied to the data storage device in at least a partially liquid state. This would again be contrary to the teaching of Kreckel that requires a preformed carrier

that can be used in the field to attach two parts together. The distinctions provided by the limitations of Claims 12-14 cannot be discussed since they were not addressed in the Office Action.

Claim 15 and the claims depending therefrom define an invention totally contrary to the cited references. These limitations have not been specifically addressed in the Office Action as required. However, neither of the cited references applies a single layer of hot melt adhesive in the manner prescribed in Claim 15.

It is respectfully requested that the Examiner reconsider and withdrawn the final rejection.

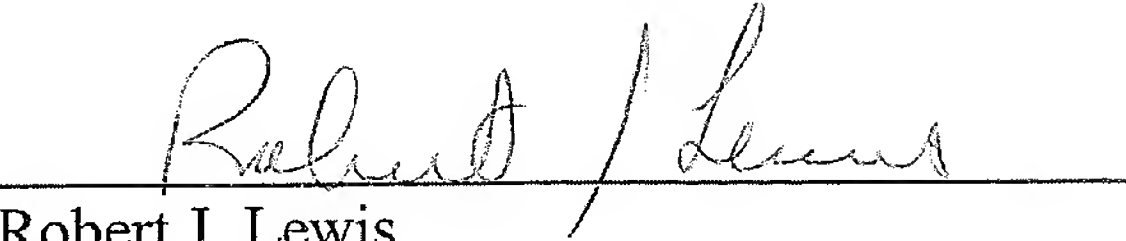
It is submitted, that the alleged admitted state of prior art and Kreckel cannot support an obviousness rejection of the claims in this application. It is respectfully requested that the claims be reconsidered and formally allowed.

If any issue regarding the allowability of any of the pending claims in the present application could be readily resolved, or if other action could be taken to further advance this application such as an Examiner's amendment, or if the Examiner should have any questions regarding the present amendment, it is respectfully requested that the Examiner please telephone Applicant's undersigned attorney in this regard.

Application of: Warren McKinney  
Serial No.: 10/710,462  
Amendment After Final

Respectfully submitted,

Date: Sept. 14, 2006

A handwritten signature in cursive script, appearing to read "Robert J. Lewis", is written over a horizontal line.

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